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Greetings HPOA Board,

I am writing from our new office at 6562 Hollywood Blvd! We are very excited to invite you into the new conference room and see the space on Thursday. It is still a work in progress as we unpack and get organized, but I think you will be pleased by the space and the professional message it sends to our stakeholders, neighbors and the community. And, we have a very gracious landlord who has spared no expense to raise the bar for a street-level build out that should serve to inspire many here on the Boulevard.

Attached please find the minutes from the November meeting and the agenda for this Thursday.

Please communicate directly with Lorin as to your attendance.

lorin@hollywoodbid.org<mailto:lorin@hollywoodbid.org>

Kerry

KERRY MORRISON
 Executive Director

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**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

Minutes

Thursday, November 19, 2015

Loews Hollywood Hotel

1755 Highland Avenue, Hollywood Hills Suite, 19th Floor

Officers and Directors Present

Monica Yamada, President, CIM Group, Inc.
John Tronson, Vice President, Tronson Investment Group
Joseph D'Amore, CRC Entertainment Inc.
Darcy Derler-Judd, Robertson Properties Group
Mark Echeverria, Musso & Frank Grill
Michael Gargano, Argent Ventures, LLC
David Green, Nederlander Organization
Brian Johnson, Loews Hollywood Hotel
Evan Kaizer, Sieroty Company, Inc.
Chad Lewis, Klein Financial Corporation
John Lyons, Avalon Hollywood/Bardot
Galo Medina, Comprehensive Financial Services
Frank Stephan, Clarett West Development
Mark Stephenson, Hollywood United Methodist Church
Alyssa Van Breene, DDD-Hollywood/Gower Co., LLC

Absent

Leslie Blumberg, The Fonda Theatre
Darcy Derler-Judd, Robertson Properties Group

Staff

Kerry Morrison
Joseph Mariani
Matthew Severson
Ginnie Gallo
Lorin Lappin

Signed in Guests

Leron Gubler, Hollywood Chamber of Commerce
Bronwen Keiner, Metro

ANNUAL MEETING

I. CALL TO ORDER – Monica Yamada, President

The annual meeting was called to order at 4:13 p.m. Monica thanked the efforts of the nominating committee.

II. REPORT FROM NOMINATING COMMITTEE – John Lyons, Michael Gargano, Greg Beck

1. ELECTION OF DIRECTORS: Lyons reported on behalf of Gargano and Beck. He presented the following slate to the board of directors:

- Galo Medina
- Mark Stephenson
- Joseph D'Amore
- Leslie Blumberg
- Frank Stephan

It was moved by John Lyons, seconded by Joseph D'Amore, and CARRIED to approve the election of the slate of directors to three-year terms ending November, 2018. Unanimously approved.

2. ELECTION OF OFFICERS: Lyons presented the following slate of officers as recommended by the Nominating Committee:

- President – Monica Yamada
- Vice President – Chad Lewis
- Secretary – Alyssa Van Breene
- Treasurer – Mark Echeverria

It was moved by Galo Medina, seconded by Mark Stephenson, and CARRIED to approve the slate of officers for one-year terms for 2016. Unanimously approved.

III. NEW BUSINESS

There was no new business.

IV. ADJOURNMENT OF ANNUAL MEETING

The annual meeting was adjourned at 4:17 p.m.

MONTHLY MEETING

I. CALL TO ORDER – Monica Yamada

The meeting was called to order at 4:17 p.m.

II. OPEN FORUM & INTRODUCTIONS

Guests Bronwen Keiner with Metro and Gregory Cornfield with Beverly Press were introduced to the board. Joseph Mariani introduced Lorin Lappin as the new administrative coordinator for HPOA.

III. APPROVAL OF MINUTES

It was moved by John Tronson, seconded by Evan Kaizer, and CARRIED to approve the minutes from the October 15, 2015 meeting. Unanimously approved.

IV. TREASURER'S REPORT – Joseph Mariani

A. 2016 Budget for Hollywood Entertainment District

Mariani presented the work product resulting from the working group that prepared the 2016 budget and related documents for the coming year (Monica Yamada, David Green, and Brian Johnson). The presentation included a year-end variance report for 2015 and the proposed budget for 2016. The proposed budget is \$3,763,355 for 2016. It is predicated upon a 2015 rollover of \$200,000.

It was moved by Joseph D'Amore, seconded by Mark Stephenson, and CARRIED to approve the 2016 budget for the Hollywood Entertainment District. Unanimously approved.

B. 2016 Hollywood Entertainment District Planning Report

Mariani presented to the board a draft of the 2016 Planning Report, which is a requirement of the city. The purpose is to provide a narrative to accompany the budget adopted by the board.

It was moved by Evan Kaizer, seconded by Chad Lewis, and CARRIED to approve the 2016 Planning Report for the Hollywood Entertainment District. Unanimously approved.

C. October 31, 2015 Financial Statement

The board was provided a copy of the October 31, 2015 financials for the current year. Cash on hand at end of the year is projected at \$370,000.

It was moved by Galo Medina, seconded by Mark Stephenson, and CARRIED to approve the October 31, 2015 Financial Statement. Unanimously approved.

V. OLD BUSINESS

There was no old business.

VI. COMMITTEE AND ACTIVITY REPORTS

A. Security – John Tronson/Kerry Morrison

The joint HED and CHC security meeting was held on November 11, 2015. Tronson noted that there was a good turnout by the LAPD Hollywood Division and the Sheriff's Department, although the Neighborhood Prosecutor did not attend. LAPD Captain Pete Zarcone advised that aggravated assaults were up 24% and although crime is up throughout the city, it is down 49% from ten (10) years ago. Morrison presented a comparison of the month-end homeless count conducted by the BID Patrol at the end of each month. For sake of comparison, as of as of October 31, 2013 the homeless count was 149 (in both BIDs). The count has risen to 271 as of October 31, 2015. While the LA City Council voted in favor of declaring a Homeless Emergency, Mayor Garcetti opted not to label it as such. An article on actress, Pauley Perrette, being attacked by David Merck was presented. Merck has been named by Hollywood 4WRD on the Top 14 list of those suffering from mental illness in Hollywood.

B. Streetscape and Planning – Matthew Severson

1. Besley celebration December 3, 2015: Morrison reported to the board that Sarah Besley's Triangle Celebration is scheduled on December 3, 2015 at 11:00 a.m. It will begin at the La Brea Median and then the group will walk to Trastevere restaurant for a luncheon.
2. Ivar Project Update: Severson reported to the board on the Ivar Project. The budget was \$5000 and it was spent on CRA furniture, removal of tree grates, empty tree wells and tree removal. A total of seven (7) Chinese elm trees were replanted. A total of three tree (3) stumps, one (1) dead tree and eleven tree grates were removed. There is no plan of replacing the tree grates that were removed and the committee will talk in the future regarding landscaping.
3. Postage Park: Severson reported to the board that he was approached by Li Wen with the concept of a creating a parklet (a "postage park") at the Hollywood Post Office on the NW corner of Selma & Wilcox. The space is not being used by the Post Office. It is gated and has a potential of being used for a public space. Severson proposed that the board approve the conceptual plan for CleanStreet to provide maintenance which would include sidewalk pressure washing and trash removal; Andrews International will lock and unlock the surrounding gate; and offer staff time to provide program and marketing of the space.

It was moved by Galo Medina, seconded by Mark Stephenson and CARRIED to review and approve the letter of support with conceptual commitment to provide maintenance and security services. Joseph D'Amore opposed.

4. Planters: Severson submitted a quote for a pilot project for four Victor Stanley planters to be placed on the four (4) corners of Hollywood & Vine. The cost of the four planters is \$3700. These planters will coordinate with the trash cans. Severson is working with a landscape contractor for selections of plants. CleanStreet will maintain the landscape.

It was moved by Mark Stephenson, seconded by Frank Stephan and CARRIED to authorize expenditure of \$5,000 from the beautification budget for purchase of four decorative planters. Galo Medina opposed.

C. Marketing and Communications

1. The Only in Hollywood Music + Arts Festival will be debriefed during the December board meeting upon Strecker's return.

VII. NEW BUSINESS

There was no new business.

VIII. REPORT FROM EXECUTIVE DIRECTOR

- A. Office Move Update: Mariani noted that painting and carpeting has begun. The new furniture arrives in the warehouse tomorrow then will be assembled and delivered shortly. He gave an update on the budget based on new improvements needed. Potential move date is the 1st-2nd week of December.
- B. Morrison updated the board on the status of public records requests made by Adrian Riskin.

IX. NEXT MEETING: The next meeting will be held on December 17, 2015.

X. ADJOURNMENT: The meeting was adjourned at 5:45 P.M.

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS
Agenda
December 17, 2015
4 p.m. to 6 p.m.
HPOA Headquarters Office
6562 Hollywood Blvd**

- I. 4:00 P.M. CALL TO ORDER – President Monica Yamada
- II. OPEN FORUM & INTRODUCTIONS
- III. 4:10 APPROVAL OF THE MINUTES
Action: November 19, 2015
- IV. TREASURERS REPORT
A. Action: Review/approval of the November 30, 2015 financial statement
- V. 4:25 COMMITTEE/ACTIVITY REPORTS
 - A. Streetscape and Planning– Mark Echeverria/Matthew Severson
 - 1. Hollywood Public Patio project
Action: Approve expenditure of \$5,000 for purchase of Fermob bistro furniture for Hollywood Public Patio
 - 2. Revisiting La Brea Median
Action: Approve expenditure of \$1,500 for purchasing and planting additional landscaping
 - B. Marketing and Communications – Devin Strecker and Jan Martin
 - 1. Interim debrief from OIH Festival
 - a. Formal debrief planned with ad-hoc Steering Committee 1/7/16
 - 2. Presentation of new logo and brand guidelines
 - C. Security – John Tronson/Kerry Morrison
 - 1. Issues related to homelessness
 - A. Report from LA BID meeting with Mayor Dec 14 – Yamada/Tronson
 - B. Status report of city/county collaborative planning efforts
 - 2. **Action:** Allocate remaining funds from Security Contingency to support homeless outreach work via The Center and Housing Works
- VII. 5:15 NEW BUSINESS
 - A. Neighborhood Integrity Initiative
 - B. Appointment of Committees and Chairs for 2016
 - C. Planning Retreat – Spring 2016

VIII. 5:35 STAFF REPORT

- A. Stanton Fellowship – grant to HPOA
- B. Homeless Count – Jan 28, 2016
- C. Quarter 4 Dashboard

IX. EXECUTIVE SESSION

- A. Conference with Labor Negotiator (Gov. Code § 54957.6)
Name of Agency Negotiator: Executive Director
Unrepresented Employee: All Unrepresented Employees

- B. Conference with Labor Negotiator (Gov. Code § 54957.6)
Name of Agency Negotiator: Board Chair
Unrepresented Employee: Executive Director

X. OPEN SESSION

A. Action: Report from closed session and Board approval of performance bonus allocation for distribution by executive director.

B. Action: Report from closed session and Board approval of compensation and performance bonus amount for Executive Director.

XI. 6:00 ADJOURN

For more information, contact HPOA Staff at 323-463-6767. As a covered entity under Title II of the Americans with Disabilities Act, organizations that contract with the City of Los Angeles do not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the office of the Hollywood Property Owners Alliance at 323-463-6767.

